

## ORDER



KLAS

Orders  
 Order / Rev: 37010  
 Alt Order #: 08852377  
 Product Desc: OBAMA/PRES/DEM  
 Estimate: 1617  
 Flight Dates: 08/18/12 - 08/31/12  
 Original Date / Rev: 08/16/12 / 08/16/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency  
 Name: GMMB  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1010 Wisconsin Ave NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser  
 Name: Obama, Barack D-President  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV1  
 Revenue Codes: AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	24	\$16,400.00	\$13,940.00
08/27/12	08/31/12	18	\$13,500.00	\$11,475.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	24	\$16,400.00	\$13,940.00	0.00
September 2012	18	\$13,500.00	\$11,475.00	0.00
Totals	42	\$29,900.00	\$25,415.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	17%	\$29,900.00
Market	100%	\$175,882.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	27%	\$47,488.24
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/20/12	08/31/12	Live w/Kelly Live With Regis & Kelly	CM	9-10a	MTWTF--	:30	4	\$650.00	LV1	0.00	NM	8	\$5,200.00

## LIVE WTH KELLY

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/20/12	08/26/12	MTWTF--	4	\$650.00	0.00
Week: 08/27/12	09/02/12	MTWTF--	4	\$650.00	0.00

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 Estimate: 1617

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	08/20/12	08/31/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	4	\$650.00	LV1	0.00	NM	8	\$5,200.00
<b>8-NOW NOON</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		4				\$650.00		0.00			
Week: 08/27/12		09/02/12		MTWTF--		4				\$650.00		0.00			
E 3	8	08/20/12	08/31/12	The Talk 2-3P	CM	2-3p	MTWTF--	:30	5	\$750.00	LV1	0.00	NM	4	\$3,000.00
<b>The Talk</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		2				\$750.00		0.00			
Week: 08/27/12		09/02/12		MTWTF--		2				\$750.00		0.00			
E 4	8	08/20/12	08/31/12	Ellen Ellen	CM	3-4p	MTWTF--	:30	5	\$800.00	LV1	0.00	NM	10	\$8,000.00
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		5				\$800.00		0.00			
Week: 08/27/12		09/02/12		MTWTF--		5				\$800.00		0.00			
E 5	8	08/19/12	08/19/12	Sun 530-6p Ins Ed Wkn	CM	530-6p	-----S	:30	1	\$225.00	LV1	0.00	NM	1	\$225.00
<b>Inside Edition W</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		-----S		1				\$225.00		0.00			
E 6	8	08/20/12	08/31/12	630-7p Inside Edition	CM	630-7p	MTWTF--	:30	1	\$900.00	LV1	0.00	NM	2	\$1,800.00
<b>Inside Edition</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		1				\$900.00		0.00			
Week: 08/27/12		09/02/12		MTWTF--		1				\$900.00		0.00			
E 7	8	08/20/12	08/31/12	7-8p Rotator	CM	7-8p	MTWTF--	:30	1	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
<b>ENT TONIGHT 30/INSIDER</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		1				\$1,000.00		0.00			
Week: 08/27/12		09/02/12		MTWTF--		1				\$1,000.00		0.00			
N 9	8	08/20/12	08/31/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	1	\$900.00	LV1	0.00	NM	2	\$1,800.00
<b>8 News Now 5a M-F</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		1				\$900.00		0.00			
Week: 08/27/12		09/02/12		MTWTF--		1				\$900.00		0.00			
N 10	8	08/25/12	08/25/12	Sat Prime Special	CM	830-11p	-----S-	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
<b>Insider/KLAS Mov: The Big Hit</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		-----S-		2				\$1,000.00		0.00			
N 11	8	08/26/12	08/26/12	Game Time/UNLV	CM	1135p-1205a	-----S	:30	2	\$300.00	LV1	0.00	NM	2	\$600.00
<b>UNLV - The 1st Look</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		-----S		2				\$300.00		0.00			
N 12	8	08/20/12	08/24/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	1	\$75.00	LV1	0.00	NM	1	\$75.00
<b>8 News Now 4-5a</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		1				\$75.00		0.00			

Totals 42 \$29,900.00